GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2433
ANSWERED ON:12.03.2013
ADVERTISEMENTS IN REGIONAL LANGUAGES
Yadav Shri Hukamdeo Narayan

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the expenditure incurred on advertisements in Hindi, English and other regional languages, separately;

(b) whether the directions issued by the Department of Official Languages under the Official Language Act with regard to expenditure on advertisements have been complied with;

(c) if not, the reasons therefor along with the details of officials responsible therefor;

(d) whether Hindi and other regional languages have been neglected; and

(e) if so, the reaction of the Government thereto and the action/steps proposed to be taken by the Government in this regard?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI)

(a) to (e) The details of expenditure are given at Annexure.

On the recommendations of Parliamentary Committee on Official Language, under Official Language Act, 1963, under Section 4(4) in respect of guidelines for incurring expenditure on advertisements, the Hon'ble President has ordered that the recommendation shall be accepted with the modification to the effect that Union Government / Departments may fix the percentage of expenditure on advertisements in Hindi and English according to their requirements. As per the DAVP's Print Media Advertisement Policy 30% of the advertisements should be released to English Newspapers and 35% each to Hindi and Regional Newspapers.